

Training Conference

March 10-12, 2020

Gatlinburg, Tennessee

Location: Gatlinburg Convention Center

Course Name	Start	End
Advanced Internal Affairs Investigation	March 10	March 11
Detecting Deception	March 10	March 11
Pix4d for Crash Investigation	March 10	March 11
Covert Surveillance	March 10	March 11
Prisoner Control	March 10	March 11
Cold Case	March 10	March 12
Officer Involved Shooting	March 10	March 12
Criminal Drug Interdiction Techniques and Concealment Locations	March 10	March 12
Proactive Leadership Skills: Fundamental Tools for Leading Your Team Forward	March 10	March 12

~ **2 WAYS TO REGISTER** ~

Online: www.patc.com

Phone: 1-800-365-0119



Public Agency Training Council

5235 Decatur Blvd
Indianapolis, Indiana 46241

Phone: 1-800-365-0119

Fax: 317-821-5096

Email: questions@patc.com

Visit us on the Web at:

www.patc.com

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Mark Waterfill, President

National Criminal Justice

Public Safety Continuing Education



Sponsored By:

Columbus Police Department

Columbus, Ohio

Training Seminar

Practical Public Information New and Established PIOs

Instructor:

Miriam Dickler

Miriam Dickler is the former Director of Communications for the City of Charlottesville, Virginia.

In her six years with Charlottesville, she served as primary city spokesperson, led a staff of four and an office responsible for media relations, public relations, community engagement, web and social media content and the City's three PEG television stations.

The Charlottesville Director of Communications is also the Lead Public Information Officer (PIO) for Emergency Management, the City's Freedom of Information Act (FOIA) Officer and a senior advisor to the City Manager.

Prior to working for Charlottesville, Ms. Dickler served in a similar role as the first full-time Public Information Officer for the City of Harrisonburg, Virginia, building that city's communications operation from the ground up.

Over the course of her career in local government, she was the primary communications official for multiple events that attracted widespread national attention and responsible for directing teams of local and regional communications professionals through those events and their aftermaths.

In early 2018, Ms. Dickler stepped away from local government communications to explore new opportunities. She is currently working with James Madison University in Harrisonburg to design a local and state government continuing education curriculum. She also consults independently for individuals and organizations.

Ms. Dickler is proud to have been called "one of the best PR professionals" and "a dedicated communications miracle worker" by her colleagues. She lives in Charlottesville with her husband.

January 13 & 14, 2020

Columbus, Ohio

Register On-Line At: www.patc.com

Practical Public Information New and Established PIOs

Course Overview:

In the ever changing landscape of media and public information, having a confident, competent Public Information Officer on your team is vital to your organization's success.

This course will familiarize participants with basic public information tools and techniques. The course is appropriate for new and established PIOs. They will learn about the keys to writing successful press releases, communicating through traditional and social media and basic insights into effective crisis communications. Attention will be paid to interview skills and writing for the general public. There will be opportunities to practice using the skills taught in the course as well as to bring questions about issues within departments.

At the end of this course, participants will have the skills and knowledge to:

- Draft press releases
- Write meaningful public service announcements
- Conduct a simple press conference
- Confidently handle media interactions
- Understand the uses for a diverse range of communications tools
- Be prepared for crisis, including the practical application of skills taught in NIMS training

Seminar Agenda Practical Public Information New and Established PIOs January 13 & 14, 2020

January 13, 2020

7:30 a.m.—8:00 a.m.
8:00 a.m.—12:00 p.m.

Registration
Introductions
Basic media knowledge

- Types of media
- Ways we interact with media
- ADA considerations
- Embargos

Writing for the media and public

- Key Knowledge
- Products

Lunch (On Your Own)
Practical Writing Exercises

- Press release
- PSA

Review of exercise/discussion of real world issues
Interviews and in-person media relations
Practical Exercise (Mock interviews)

1:00 p.m.—5:00 p.m.

January 14, 2020

8:00 a.m.—12:00 p.m.

Review day one
Press Conferences, when and how

- Practical Considerations
- To stream or not to stream
- Managing the room

Information Management

- Archives
- Public access to documents, websites etc.
- Monitoring media

FOIA considerations

- Knowing state records law
- When to invoke FOIA restrictions
- Compliance and record retention

Privacy concerns

- Crime/Fire victims
- Suspects
- Officers/Firefighters

Lunch (On Your Own)
Crisis
Using ICS/NIMS/JIS/JIC structure

- Where the PIO fits in crisis management
- Building a JIC
- Go kits

Preparation for crisis

- Sudden emergency
- Anticipated event
- Maintaining the tools to be able to deploy when needed
- PIO team meetings

PIOs and Emergency Managers

- Exerting your position
- Staying in contact
- You are the expert in this area, you need to drive the bus
- Key EM PIO duties

Expanded constituencies

- Emergency communication tools
- Additional Crisis Considerations
- Accuracy of message
- Who should be spokesperson
- Contingency and redundancy

1:00 p.m.—5:00 p.m.

5:00 p.m.

Certificate Presentation

Cut Along Dotted Line

3 Ways to Register for a Seminar!

1. **On-line Registration** at www.patc.com — Yellow/Blue link in corner
2. **Fax Form** to Public Agency Training Council **FAX: 1-317-821-5096**
3. **Mail Form** to

Public Agency Training Council
5235 Decatur Blvd
Indianapolis, Indiana 46241

***NEW**

Federal ID# 47-4078912

NEW*

*** Pre-payment is not required to register ***

Upon receiving your registration we will send an invoice to the department or agency.

Checks, Claim Forms, Purchase Orders should be made payable to:

Public Agency Training Council

If you have any questions please call
317-821-5085 (Indianapolis)
800-365-0119 (Outside Indianapolis)



Seminar Title:	Practical Public Information New and Established PIOs	Seminar ID #16634
Instructor:	Miriam Dickler	
Seminar Location:	Columbus, Ohio Division of Police Training Academy 1000 North Hague Avenue Columbus, Ohio 43204	NOTE: To receive discounted room rates, please identify yourself with GOVT RATE
When:	January 13 & 14, 2020	
Registration Time:	7:30 A.M. (January 13, 2020)	
Hotel Reservations:	Drury Inn 88 E Nationwide Blvd Columbus, Ohio 43215 1-614-221-7008 Contact Hotel for Current Rate (plus tax)	
Registration Fee:	\$325.00 Includes Practical Public Information New & Established PIOs Course Material, Coffee Breaks, and Certificate of Completion.	

Names of Attendees 1. _____

2. _____

3. _____

4. _____

Agency _____

Invoice To Attn: _____
(Must Be Completed)

Address _____

City _____ **State** _____ **Zip** _____

Email _____

Phone _____

Fax _____